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### WILLIAM F. FEINBLOOM

APRIL 11 was a sad day for the sporting goods industry. William F. Feinbloom, president of the Champion Knitwear Co. of Rochester, N. Y., suddenly passed away in Dayton, Ohio, at the age of 66.

A progressive, creative industrialist, Mr. Feinbloom invented the "flocking" method of applying school designs, insignias, lettering, and numbers on sportswear and uniforms, and also collaborated in the development of the "reverse weave" sweatshirt, which produced a sweatsuit which retained its shape and size throughout repeated laundering.

In recent years, Mr. Feinbloom developed many philanthropic interests. He instituted a broad pension and retirement program for his employees, and was an active participant in many public and private charitable functions.

He is survived by his widow, two daughters, a brother, a sister, and three grandchildren.

## MASTER COUPON

To obtain free literature and sample goods, carefully check items desired and mail coupon directly to Scholastic Coach, Advertising Dept., 33 W. 42 St., New York 36, N. Y. Numbers in parentheses denote pages on which the advertisement may be found.

#### AALCO MFG. (40)

- ☐ Catalog of Complete Sports Line

#### AMERICAN LOCK (37)

- ☐ Catalog on Key-Combination Padlocks

#### AMERICAN PLAYGROUND (35)

- ☐ Literature on Complete Line of Dressing Room Equipment, Rubber Foot Baths, Basketball Goals, Chain Link All-Steel Tennis Nets, Backstops  
☐ Folder on Lifetime Aluminum Diving Board

#### AMERICAN WIRE (45)

- ☐ Folder on Locker Baskets, Storage Racks, and Uniform Hangers

#### ANK-L-AID (39)

- ☐ Brochure on Protective Ankle Device

#### ARNO ADHESIVE TAPES (28)

- ☐ Information on Trainer Supplies

#### AUSTIN, R. E.

(Buyer's Guide, 2)

- ☐ Catalog on Athletic Field and Gym Equipment

#### BALL-BOY (33)

Full details on:

- ☐ ReBound Net  
☐ Ready Net  
☐ Automatic Tennis-Ball Feeding Machine

#### BEHRENS MFG. (44)

- ☐ Information on Portable Water Carrier

#### BOED HEAD BLOCKER (44)

- ☐ Information on New Head-Blocking Dummy

#### BREATH-O-LIFE-OXYGEN

(Buyer's Guide, 23)

- ☐ Information on Emergency Oxygen Set

#### BROWN, M. D. (41)

- ☐ Catalog of Scoremaster Electric Scoreboards

#### CHAMPION KNITWEAR

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- ☐ Catalog on Football Jerseys

#### COACHING SCHOOLS

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☐ Ohio H. S. (46)  
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- ☐ Catalog on Whirlpool Hydrotherapy Bath

#### DEAN SALES (18)

- ☐ Information on Dental-Gard Mouthpiece

#### EARLVILLE BLEACHER (45)

- ☐ Details on Bleachers

#### ELMER'S WEIGHTS (31)

- ☐ Information on Weighted Training Devices

#### FAIR-PLAY (45)

Electric Scoreboards

- ☐ Basketball Catalog  
☐ Football Catalog  
☐ Baseball Catalog

#### FEATHERLAX

(Inside Front Cover, Buyer's Guide)

- ☐ Information on Featherbite Protective Mouthpiece

#### FEISE, F. C. (33)

- ☐ Information on Grastex All-Weather Running Tracks, Tennis Courts, and Runways

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(Buyer's Guide, 3)

- ☐ Information on +5 White Line Marking

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(Inside Back Cover, Buyer's Guide)

- ☐ Information on Oryl-Gard Protective Mouthpiece

#### GOLD MEDAL PROD. (26)

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- ☐ Catalog on Refreshment Equipment and Supplies

#### HILLYARD CHEMICAL (4)

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#### HODGMAN RUBBER (29)

- ☐ Catalog of Herculoyde Athletic Clothing

#### HUNTINGTON LABS. (19)

- ☐ Manual on Gym Floor Maintenance

#### KENT ATH. EQUIP. (40)

- ☐ Literature on Kent Faceguard

#### KING-O-SHEA (17)

- ☐ Football Uniform Catalog

#### LINEN THREAD (30)

- ☐ Catalog of Complete Line of Sports Nets

#### MASTER LOCK

(Buyer's Guide, Back Cover)

- ☐ Brochure on Key Control Combination Padlocks

#### McGRAW-HILL (36)

- ☐ List of Sports Books

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- ☐ Durable Trampoline  
☐ Protective Mouthpiece  
☐ Gymnastic Equipment  
☐ Aluminum Starting Block  
☐ Iso Kit  
☐ Sav-A-Bath  
☐ Elastacast Cleat

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#### NONPAREIL DIV. GARED CORP. (37)

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- ☐ Catalog on Swim and Pool Equipment

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#### OLYMPIA (44)

- ☐ Information on Ground Rubber Vaulting and Jumping Pits

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(See page 47 for other listings)  
(Numbers in parentheses denote page on which advertisement may be found)

### PARAMOUNT EQUIP. (42)

- ☐ Catalog on Barbells and Gym Equipment

### POWERS REGULATOR

- (Buyer's Guide, 11)  
☐ Booklet, "Safer Showers" (See ad for Slide Film Offer)

### PROGRAM AIDS (42)

- Full color catalog on:  
☐ Playmaster Aids  
☐ Pick-A-Play Aids  
☐ Record-Master "Hall-of-Fame" Displays  
☐ Eraso Posters & Charts  
☐ Physical Fitness Aids  
☐ Equip-Trol Inventory Control Systems

### PRO-TEX

- (Inside Front Cover Buyer's Guide)  
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### RALEIGH ATH. EQUIP.

- (Back Cover)  
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☐ Bulletin on Suspension Helmet

### RAWLINGS (3)

- ☐ Catalog

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- (Inside Front Cover)  
☐ Information on Quality Line of Football, Baseball, Track, and Basketball Equipment

### ROBBINS FLOORING (43)

- ☐ Details on Ironbound Continuous Strip Hard Maple Gym Floors

### ROBERTS DENTAL

- (Inside Back Cover)  
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### SICO MFG. (30)

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### SNOW-PROOF (45)

- ☐ Information on Leather Softener and Preserver

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- (Buyer's Guide, 21)  
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- (See ad for free offer of Fitness Handbooks)

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- ☐ Information on Elasticized Athletic Socks

### WILSON (20-21)

- ☐ Catalog

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- (Buyer's Guide, 23)  
☐ Information on Athlete's Foot Atha-Spray and Atha-Powder

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